C1750-1

Broadcasting May 13

Reaching over 117,000 readers every week 60th Year 1991

TELEVISION / 35
CPT's 'Designing Women' to be all-barter offering in syndication

RADIO / 50
Classical music stays healthy; public radio heads to New Orleans

CABLE / 54
Sports leagues eye pay-per-view ancillary revenue stream

BUSINESS / 64
Debt controversy: From the FCC to the courts

FOR 56,000,000 CABLE HOMES, WE KEEP BUILDING A BETTER BASIC.

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A new top 20 in radio groups

BETHESDA MD 20814
4520 EAST-WEST HWY
CONGRESSNL INFO SRV
SRI ACQ
20814SRI AT850I ZCZ
*****5-DIGIT 20814

THIS WEEK

27 / MIDWAY IN MAY SWEEPS

With the first two weeks of the May sweeps past, NBC is in the lead, with a strong chance of recapturing the prime time ratings race.

27 / TOUGH CABLE BILL

Despite strong protest by the administration and the cable industry, the Senate Commerce Committee is expected to pass a tough cable reregulation bill that will likely include a retransmission consent right for broadcasters.

30 / TOP RADIO GROUPS

BROADCASTING lists the top 20 groups in American radio, ranked by listener reach. Leading the pack: CBS.

34 / MINOW RECHECKS THE MEDIUM

Thirty years after calling television a "vast wasteland," former FCC Chairman Newton Minow last Thursday (May 9) gave the medium an "A-plus" for technological advances and a "C" for using that technology to "serve human and humane goals." Minow, whose 1961 attack on programing set off a storm of controversy, said TV continues to shortchange viewers.

35 / DESIGNER DEAL

Columbia Pictures Television's new marketing plan for selling *Designing Women* in syndication is a first. The show is being sold on a straight barter basis, for a two-year license. CPT will keep three minutes of barter time per episode, leaving stations three-and-a-half minutes.

36 / STATION DROPS LATE NIGHT NEWS

A CBS affiliate, WKXT-TV Knoxville, Tenn., has dropped its 11 p.m. weeknight and weekend newscasts. While some stations have successfully replaced their newscasts with more profitable entertainment programs during difficult economic times, some observers warn that such a move could hurt a station's community identity.

37 / SELLING 'WISEGUY'

Cannell Distribution is marketing the off-network drama, *Wiseguy*, on a weekly straight cash license basis for initial one-year contract terms, starting in fall 1992. Cannell is targeting the show at stations' 4 p.m. to 5 p.m. early fringe slots as counter-programing to half-hour sitcoms and first-run talk shows.

43 / FCC AFFIRMATION

The FCC expects to grant most requests for waiver of its "one-to-a-market" rule to allow for new radio-TV combinations as long as they are in the top 25 markets with at least 30 separately owned stations or involve financially failing stations. The agency also said it "reserves the right to review such cases..."

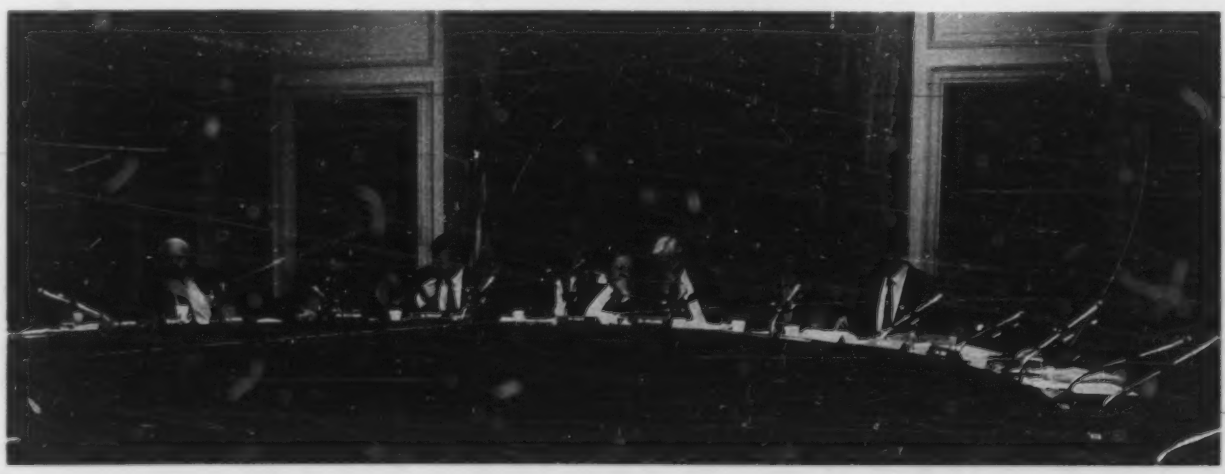
45 / ENOUGH LOCAL SHOWS?

The United Church of Christ plans to unveil a study at a House Telecommunications Subcommittee hearing this week that shows there is a dearth of locally originated programing on radio and TV stations.

48 / END OF AN ERA

The 51st annual

Senate Commerce Committee is likely to pass cable bill (page 27)



presentation of the Peabody Awards in New York this week will not only celebrate excellence in the broadcasting industry, but will also signal the end of an era, as Worth McDougald steps down as its director after 22 years.

49 / SEIZE THE MOMENT

FCC Commissioner Ervin Duggan called on public broadcasting to take the offensive in its struggle for survival during a Washington seminar hosted last week by the bastion of public channels, the British Broadcasting Corp.

50 / THE CLASSICAL BEAT

Classical music continues to thrive on radio, even though the format has been around as long as the medium. Quality of audience and loyalty to radio stations are the main factors that bring advertisers to classical music stations and keep them there for years.

53 / NPR: HOLDING ON

NPR's Persian Gulf coverage has helped expand public radio's audience in the winter and spring of 1991. But many in the system fear that shrinking tax-based support will make it difficult to retain the latest gains.

54 / SPORTS FOR PPV

Professional sports leagues may enter the PPV world in the 1990's by offering out-of-market games to displaced sports fans. The NHL is looking to experiment with PPV packages to dish owners next fall, and the NBA and the NFL may follow suit in the next several years. Rising

CPT is selling 'Designing Women' on barter basis (page 35)

salaries and prices new owners are paying for teams are fueling interest in PPV.

60 / GOING OVER THE GEAR

Besides digital audio broadcasting systems and other pre-announced technology news before the NAB equipment exhibition, several other significant new products were introduced at the show. BROADCASTING looks at some of the exhibition's more prominent video graphics and digital audio products this week. Next week: cameras, videotape and transmission equipment.

64 / DEBT CONTROVERSY

There is a growing debate over whether FCC licenses can be used as collateral. Among the issues are whether creditors are being scared away from financing station acquisitions because of the "imperfection" of their collateral absent an FCC license, or whether, instead, broadcasters are in danger of being coerced by their lenders should the commission permit the latter to transfer the license in the event of a default, technical or otherwise.

64 / TAK FILES RESTRUCTURING PLAN

Group owner Tak Communications (three FM's and six TV's) has an offer for two of its Wisconsin TV stations. But the group owner does not intend to sell any of its properties to meet its heavy debt load, according to the restructuring plan it filed last week. As for the plan itself, it may be in limbo until the outcome of a complaint filed in the bankruptcy court by the Bank of New England and other lenders seeking a security interest in the group.

69 / PATHE TO SELL 40% OF STUDIO

Financially troubled Pathe Communications Corp.'s chief lender, Credit Lyonnais, is pressuring the studio to sell a 40% stake in MGM-Pathe by Dec. 1. If that is not accomplished, then Credit Lyonnais, who is also Pathe's majority shareholder, will be allowed to sell 51% of either the studio or Pathe Communications.

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RADIO'S TOP 20 GROUPS

These are the top 20 groups in American radio, ranked by BROADCASTING. Group names are in blue, the number of its stations and the cumulative rating figure are in red. The ratings standard: Metro cume, 12-plus, Mon.-Sun., 6 a.m.-midnight, reported by Arbitron. Ratings were not available for some stations, denoted by asterisks; absence of those figures tends to downgrade group's totals.

1. CBS
19 ❑ 13,676,500

WCBS-AM-FM New York (3,953,200)
KNX(AM)-KODJ(FM) Los Angeles (1,635,700)
WBBM-AM-FM Chicago (2,365,800)
KCBS(AM)-KEQR(FM) San Francisco (1,169,900)
WOGL-AM-FM Philadelphia (714,100)
WWJ(AM)-WJOI(FM) Detroit (1,090,200)
WLTT(FM) Washington (353,300)
KTXQ(FM) Fort Worth (411,300)
WODS(FM) Boston (403,100)
KLTR(FM) Houston (364,300)
KMOX(AM)-KLOU(FM) St. Louis (1,010,400)
WYNF(FM) Tampa (205,200)

2. Group W
18 ❑ 12,160,300

WINS(AM)-WNEW-FM New York (4,102,100)
KFWB(AM)-KTWV(FM) Los Angeles (1,955,800)
WMAQ(AM) Chicago (799,500)
KYW(AM)-WMMR(FM) Philadelphia (1,947,300)
WLLZ(FM) Detroit (453,200)
WCPT(AM)-WCXR-FM Washington (438,800)
KRSR(FM) Dallas (226,900)
WBZ(AM) Boston (480,100)
KILT-AM-FM Houston (606,700)
KDKA(AM) Pittsburgh (633,500)
KFBK(AM)-KGBY(FM) Sacramento (392,500)
KQXT(FM) San Antonio (123,900)

3. Capcities/ABC
21 ❑ 11,935,800

WABC(AM)-WPLJ(FM) New York (2,881,000)
KABC(AM)-KLOS(FM) Los Angeles (1,997,300)
WLS(AM)-WYTZ(FM) Chicago (1,145,800)
KGO(AM) San Francisco (989,900)
WJR(AM)-WHYT(FM) Detroit (1,407,000)
WMAL(AM)-WRQX(FM) Washington (846,900)
WBAP(AM)-KSCS(FM) Fort Worth (1,037,700)
WKHX-AM-FM Atlanta (294,700)
KQRS-AM-FM Minneapolis (536,600)
KRXY-AM-FM Denver (244,600)
WPRO-AM-FM Providence,RI (554,300)

4. Infinity
17 ❑ 6,943,700

WZRC(AM)*-WXRK(FM) New York (1,591,900)
KROQ-FM Pasadena,CA (779,500)
WJJD(AM)-WJMK(FM) Chicago (1,237,200)
KOME(FM) San Jose,CA (240,200)
WYSP(FM) Philadelphia (703,700)
WOMC(FM) Detroit (398,300)
WJFK(FM) Washington (223,000)
KVIL-AM-FM Dallas (505,700)
WBCN(FM) Boston (465,100)
KXYZ(AM) Houston (112,100)
WLIF-AM-FM Baltimore (366,600)
WQYK-AM-FM St. Petersburg (320,400)

5. Emmis
8 ❑ 6,263,600

WFAN(AM)-WQHT(FM) New York (2,848,500)
KPWR(FM) Los Angeles (1,279,700)
WKQX(FM) Chicago (785,200)
WCDJ(FM) Boston (268,200)
WENS(FM) Indianapolis (205,700)
KSHE(FM) St. Louis (372,500)
WAVA(FM) Washington (503,800).

6. Cox
14 ❑ 5,794,600

KFI(AM)-KOST(FM) Los Angeles (2,103,700)
WCKG(FM) Chicago (895,700)
KLRX(FM) Dallas*
WIOD(AM)-WFLC(FM) Miami (736,900)
WSB-AM-FM Atlanta (991,700)
WSUN(AM)-WWRM(FM) St. Petersburg, FL (531,800)
WSOC-AM-FM Charlotte, NC (250,800)
WHIO(AM)-WHKO(FM) Dayton, OH (284,000)

7. Bonneville
14 ❑ 5,675,900

WNSR(FM) New York (1,498,400)
KBIG(FM) Los Angeles (970,100)
WTMX(FM) Chicago (612,700)
KOIT-AM-FM San Francisco (611,400)
KAAM(AM)-KZPS(FM) Dallas (442,200)
KIRO(AM)-KSEA(FM) Seattle (659,800)
KMEO-AM-FM Phoenix (274,900)
KMBZ(AM)-KMBR(FM) Kansas City, MO (345,400)
KSL(AM) Salt Lake City (261,000)

8. Gannett
14 ❑ 5,260,200

KIIS-AM-FM Los Angeles (1,756,200)
WGCI-AM-FM Chicago (1,100,500)
KOAI(FM) Denton, TX (Dallas) (247,400)
KKBQ(AM) Houston (461,200)
KSDO-AM-FM San Diego (436,400)
KUSA(AM)-KSD-FM St. Louis (474,200)
WDAE(AM)-WUSA(FM) Tampa (385,600)
KCMO-AM-FM Kansas City, MO (398,700)

9. Mairite
10 ❑ 4,934,000

WHTZ(FM) Newark (2,189,000)
KLAC(AM)-KZLA(FM) Los Angeles (780,900)
KNEW(AM)-KSAN(FM) San Francisco (519,600)
WEGX(FM) Philadelphia (618,500)
WDGY(AM)-KEEY(FM) Minneapolis-St. Paul (424,700)
WHYK(AM)-WMMS(FM) Cleveland (401,300)

10. Viacom
13 ❑ 4,581,800

WLTW(FM) New York (1,836,700)
WLIT-FM Chicago (592,700)
KDBK(FM) San Francisco and
KDBQ(FM) Santa Cruz (259,000)
WLTI(FM) Detroit (394,300)
WMZQ-AM-FM Washington (454,200)
KIKK-AM*-FM Houston (555,000)
KBSG-AM-FM Tacoma, WA (231,000)
KHOW-AM-FM Denver (258,900)

11. Great American
18 ❑ 4,060,400

WRIF(FM) Detroit (417,900)
WKLS(FM) Atlanta (363,800)
WDVE(FM) Pittsburgh (376,900)
WXTB(FM) Clearwater, FL (128,800)
KBPI(FM) Denver (240,000)
KEX(AM)-KKRZ(FM) Portland, OR (562,600)
WDAF(AM)-KYYS(FM) Kansas City, MO (486,400)
WLZR-AM-FM Milwaukee (192,600)
KSEG(AM) Sacramento (128,900)
WKRC(AM)-WKRQ(FM) Cincinnati (466,900)
WTVN(AM)-WLVQ(FM) Columbus, OH (411,600)
WNDE(AM)-WFBQ(FM) Indianapolis (284,000)

12. Greater Media
14 ❑ 3,930,200

WGSM(AM) Huntington and WCTO(FM) Smithtown, both New York (203,500)
WCTC(AM)*-WMGQ(FM) New Brunswick, NJ (134,900)
KRLA(AM)-KLSX(FM) Los Angeles (1,049,500)
WPEN(AM)-WMGK(FM) Philadelphia (967,200)
WHND(AM) Monroe and WCSX(FM) Birmingham, both Michigan (Detroit) (470,400)
WWRC(AM)-WGAY(FM) Washington (623,300)
WMEX(AM)*-WMJX(FM) Boston (481,400)

13. Summit
11 ❑ 3,484,100

WRKS(FM) New York (1,655,200)
KHVN(AM) Fort Worth and KJMZ(FM) Dallas (443,400)
WAOK(AM)-WVEE(FM) Atlanta (535,900)
WCAO(AM)-WXYV(FM) Baltimore (398,000)
KLZ(AM)-KAZY(FM) Denver (230,600)
WONE(AM)-WTUE(FM) Dayton, OH (221,000)

14. Susquehanna
16 ❑ 3,037,300

KNBR(AM)-KFOG(FM) San Francisco (909,600)
KPLX(FM) Fort Worth (477,000)
KKZR(AM)-KRBE-FM Houston (427,000)
WAPW(FM) Atlanta (454,700)
WRRM(FM) Cincinnati (167,700)
WGH-AM-FM Newport News, VA (100,900)
WFMS(FM) Indianapolis (78,300)
WARM(AM) Scranton and WMGS(FM) Wilkes Barre, both Pennsylvania (181,700)
WTKN(AM) Pinellas Park and
WHVE(FM) Sarasota, both Florida (96,100)
WSBA(AM)-WARM(FM) York, PA (144,300)

15. EZ Communications
14 ❑ 2,981,300

WIOQ(FM) Philadelphia (660,400)
WHQT(FM) Coral Gables, FL (318,100)
KMPS-AM-FM Seattle (319,200)
KYKY(FM) St. Louis (369,400)
WBZZ(FM) Pittsburgh (421,500)
KAMJ-AM-FM Phoenix*; KRAK-AM-FM Sacramento (286,400)
WEZB(FM) New Orleans (262,800)
WMXC(FM) Charlotte, NC (120,900)
WOKV(AM)-WKQL(FM) Jacksonville, FL (222,600)

16. Nationwide
15 ❑ 2,930,100

KMGC(FM) Dallas (195,900)
KHMX-FM Houston (531,300)
KISW(FM) Seattle (210,900)
WPOC(FM) Baltimore (277,300)
KZZP-FM Mesa, AZ (Phoenix) (264,700)
WGAR-FM Cleveland (278,200)
KZAP(FM) Sacramento, CA (165,600)
WNCI(FM) Columbus, OH (298,300)
WOMX-AM-FM Orlando, FL (168,800)
WKZL(FM) Winston-Salem, NC (119,600)
KLUC-AM-FM Las Vegas (148,300)
KHST(AM)-KRQQ(FM) Tucson, AZ (271,200)

17. Shamrock
14 ❑ 2,913,700

KABL(AM) Oakland and **KABL-FM** San Francisco (400,500)
WCXI(AM)-WWWW(FM) Detroit (555,600)
KZFX(FM) Lake Jackson, TX (Houston) (286,600)
WFOX(FM) Gainesville,GA (Atlanta) (389,600)
KXRX(FM) Seattle (221,600)
WWSW-AM-FM Pittsburgh (399,800)
KMLE(FM) Chandler, AZ (Phoenix) (164,100)
KXKL-AM-FM Denver (250,700)
WHB(AM) Kansas City, MO **KUDL(FM)** Kansas City, KS (245,200)

18. Noble
18 ❑ 2,899,600

WBAB(AM) Freeport* and
WBAB-FM Babylon, both New York (336,600)
KYOK(AM)-KMJQ(FM) Houston (493,200)
WKKU(AM) Boston and
WSSH-FM Lowell, both Massachusetts (419,900)
KIXI(AM)-KMGH(FM) Seattle (315,300)
XETRA-AM-FM Tijuana, Mex. (San Diego) (460,000)
KMJM(FM) St. Louis (226,200)
KBCO-AM-FM Boulder, CO (222,400)
KBZR(AM)-KBEQ(FM) Kansas City, MO (259,000)
WYKS(FM) Toledo, OH (31,200)
WAVZ(AM)-WKCI(FM) New Haven, CT (135,800)

19. Booth American
18 ❑ 2,824,400

WJLB(FM) Detroit (504,700)
WWWE(AM)-WLTF(FM) Cleveland (634,100)
KRZN(AM)-KXLT(FM) Denver (205,900)
KSMJ(AM) Sacramento and
KSFM(FM) Woodland, both California (234,700)
WSAI(AM)-WWNK-FM Cincinnati (225,400)
KONO(AM)-KSRR(FM) San Antonio, TX (229,700)
WZPL(FM) Greenfield, IN (Indianapolis) (252,700)
KBTS-FM Killeen, TX Austin (147,200)
WTOD(AM)-WKKO(FM) Toledo, OH (137,900)
WSGW(AM) Saginaw and
WIOG(FM) Bay City, both Michigan (193,700)
WZZP(FM) South Bend, IN (58,400 in spring 1990 survey)

20. Evergreen Media Corp.
6 ❑ 2,712,500

KKBT(FM) Los Angeles (696,900)
WLUP-AM-FM Chicago (1,364,400)
KHYI(FM) Arlington, TX (Dallas) (456,600)
WVCG(AM) Coral Gables, FL
WAPE-FM Jacksonville, FL (194,600)

NBC President Bob Wright leaving U.S. Bankruptcy Court last week

CNBC'S BID FOR FNN CHOSEN

In what could soon be the end of a months-long battle that has seen three media giants fighting over an independent, financially beleaguered cable network, a U.S. Bankruptcy Court judge last week awarded Financial News Network to CNBC for $154.3 million, including $145 million in cash, $9.3 million in assumed liabilities and an offer of 50% of the projected revenues, in excess of $227 million, of the combined operations of CNBC-FNN from 1992 through 1994. FNN has liabilities of $145.5 million and $75 million in assets. With the acquisition of FNN, NBC will have sunk nearly $250 million into CNBC since it was begun in April 1989.

U.S. Bankruptcy Judge Francis Conrad awarded FNN to CNBC over Dow Jones-Group W's competing offer of $125 million in cash, $32.8 million in projected revenues payable in 1994, with guaranteed payment of at least $10 million, and assumption of $9.3 million in liabilities. Dow Jones-Group W's investment banker, Dillon, Read & Co., jumped in with an additional $17 million in cash in exchange for $26 million of the projected revenue, bringing the total immediate cash offer to $142 million.

But an appeal and antitrust issues still remain, despite the FTC's 3-1 decision several weeks ago not to oppose the sale of FNN to CNBC on antitrust grounds. Both Dow Jones-Group W and the state of Illinois filed antitrust suits in separate U.S. District Courts last week, but both actions were bounced back to the jurisdiction of the bankruptcy court. Both those suits, as well as an antitrust action filed by Pennsylvania and Delaware on behalf of 13 other states, will be heard by Judge Conrad on Monday, May 20.

Both parties have agreed to keep their existing bids on the table through the May 20 hearing. Dow Jones has also filed an appeal of Judge Conrad's decision in district court. No date has yet been set for when, or even if, that appeal will be heard. If CNBC is successful in opposing these suits, the earliest it could close the deal would be May 21, since Judge Conrad filed the order of sale to CNBC last Friday, and the order stipulates at least an 11-day wait before the sale can be closed. It is likely CNBC will absorb FNN within a matter of days following the closing.

Although the bids were not far apart, if Dow Jones-Group W's bid had been chosen, more than $10 million of that offer would have gone to CNBC in breakup and legal fees, since CNBC had signed a $105 million definitive agreement for FNN before the network filed for Chapter 11. Judge Conrad had previously ruled that CNBC was entitled to a breakup fee of $2 million plus 10% of the purchase price, as well as legal fees. "The breakup fee is the only rationale for picking their bid," said Peter Skinner, Dow Jones senior vice president.

Both CNBC and Dow Jones-Group W began last week with $115-million bids. At an all day, packed hearing on Tuesday, attended by NBC President Robert Wright and Dow Jones President Peter Kann, Dow Jones-Group W started and ended the day with all the elements of its final bid except the $17 million offered

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 4/29	ABC 12.1 / 19			MACGYVER (47) [11.0 / 18] 10.3 / 17	11.6 / 18	ABC MONDAY NIGHT MOVIE—COLUMBO (32) [12.6 / 19] 11.6 / 17	12.3 / 18	13.0 / 20	13.4 / 22
	CBS 12.4 / 19			EVENING SHADE (20) 13.9 / 23	MAJOR DAD (16) 14.9 / 23	MURPHY BROWN (26) 13.2 / 19	DESIGNING WMN. (34) 12.5 / 18	N. EXPOSURE (51) [9.8 / 15] 10.1 / 15	9.4 / 15
	NBC 19.5 / 30			FRESH PRINCE (32) 12.6 / 21	BLOSSOM (37) 12.2 / 19	NBC MONDAY NIGHT MOVIE—SWITCHED AT BIRTH II (1) [23.1 / 35] 21.6 / 32	22.9 / 33	23.6 / 36	24.4 / 40
	FOX 9.1 / 14			FOX NIGHT AT THE MOVIES—DIE HARD (60) [9.1 / 14] 7.1 / 12	9.0 / 14	9.5 / 14	10.2 / 15	9.6 / 14	
TUESDAY 4/30	ABC 12.2 / 20			WHO'S THE BOSS (40) 11.6 / 21	BABY TALK (44) 11.3 / 19	ROSEANNE (4) 17.0 / 27	STAT (23) 13.6 / 21	THIRTYSOMETHING (54) [9.7 / 17] 9.8 / 16	9.6 / 17
	CBS 11.9 / 20			RESCUE 911 (29) [12.8 / 21] 11.9 / 21	13.7 / 23	CBS TUESDAY NIGHT MOVIE—THE ACCUSED (43) [11.4 / 19] 9.9 / 16	10.5 / 16	12.3 / 21	12.6 / 23
	NBC 13.2 / 22			MATLOCK (21) [13.7 / 23] 13.0 / 23	14.4 / 24	HEAT OF THE NIGHT (17) [14.4 / 23] 14.0 / 22	14.8 / 23	SHANNON'S DEAL (40) [11.6 / 20] 12.0 / 20	11.2 / 20
WEDNESDAY 5/1	ABC 9.9 / 17			WONDER YEARS (44) 11.3 / 21	GROWING PAINS (47) 11.0 / 19	DOOGIE M.D. (29) 12.8 / 21	MY LIFE & TIMES (66) 8.5 / 14	GABRIEL'S FIRE (71) [8.0 / 14] 8.2 / 14	7.8 / 15
	CBS 9.3 / 16			SNOOPY'S REUN. (73) [7.7 / 14]	DAFFY DUCK (74) [7.3 / 12]	JAKE AND FAT MAN (47) [11.0 / 18] 10.3 / 17	11.6 / 19	48 HOURS (55) [9.4 / 17] 9.6 / 16	9.1 / 17
	NBC 13.7 / 23			UNSLVD. MYSTERIES (8) [16.1 / 28] 14.8 / 27	17.4 / 30	NIGHT COURT (29) 12.8 / 21	DEAR JOHN (39) 11.9 / 20	QUANTUM LEAP (34) [12.5 / 22] 12.3 / 21	12.8 / 24
THURSDAY 5/2	ABC 8.9 / 15			FATHER DOWLING MYS. (64) [8.6 / 15] 8.0 / 14	9.2 / 16	AMERICAN DETEC. (58) [9.3 / 15] 8.7 / 14	10.0 / 16	PRIMETIME LIVE (63) [8.7 / 15] 8.6 / 14	8.7 / 15
	CBS 9.5 / 16			TOP COPS (69) [8.4 / 15] 7.4 / 13	9.4 / 16	ANTAGONISTS (75) [7.1 / 11] 6.7 / 11	7.5 / 12	KNOTS LANDING (27) [13.1 / 22] 12.9 / 21	13.3 / 23
	NBC 16.9 / 28			COSBY (14) 15.2 / 27	DIFFERENT WORLD (7) 16.3 / 28	CHEERS (3) 20.8 / 33	SEINFELD (11) 15.7 / 25	L.A. LAW (5) [16.8 / 28] 16.7 / 27	16.8 / 29
	FOX 8.9 / 15			SIMPSONS (40) 11.6 / 20	BABES (77) 6.7 / 11	BEVERLY HILLS, 90210 (64) [8.6 / 14] 8.2 / 13	9.0 / 14		
FRIDAY 5/3	ABC 12.1 / 21			FULL HOUSE (14) 15.2 / 30	DINOSAURS (19) 14.4 / 26	FAMILY MAT. (25) 13.4 / 23	PERFECT STRAN. (46) 11.2 / 19	20/20 (59) [9.2 / 16] 9.5 / 16	8.8 / 16
	CBS 17.7 / 31			GUNS OF PARADISE (61) [9.0 / 17] 7.6 / 15	10.4 / 19	DALLAS (2) [22.0 / 38] 20.8 / 35	22.2 / 37	22.3 / 38	22.6 / 40
	NBC 9.4 / 17			UNSLVD. MYSTERIES (66) [8.5 / 16] SP. 8.2 / 16	8.7 / 16	NBC MOVIE OF THE WEEK—RED DRAGON (51) [9.8 / 17] 9.7 / 16	9.9 / 17	9.9 / 17	9.8 / 17
	FOX 3.4 / 6			AMR'S MOST WANTED (87) [4.4 / 8] 4.2 / 8	4.6 / 8	DEA: SP TASK FORCE (90) [2.4 / 4] 2.4 / 4	2.3 / 4		
SATURDAY 5/4	ABC 7.2 / 14			YOUNG RIDERS (72) [7.8 / 15] 7.1 / 16	7.5 / 15	7.9 / 15	7.9 / 15	8.7 / 17	AMER. SAT. (85) NIGHT 5.0 / 10
	CBS 7.6 / 15			FLASH (81) [5.5 / 12] 5.4 / 12	5.7 / 11	CBS SATURDAY NIGHT MOVIE—FLETCH LIVES (70) [8.3 / 16] 6.7 / 13	7.7 / 14	9.2 / 18	9.8 / 20
	NBC 13.2 / 26			AMEN (55) 9.4 / 21	DOWN HOME (50) 9.9 / 20	GOLDEN GIRLS (11) [15.7 / 30]	EMPTY NEST (13) 15.6 / 29	CAROL &COMPANY (24) [13.5 / 27] 13.1 / 25	13.8 / 28
	FOX 4.6 / 9			TOTALLY H. VD. (88) 3.8 / 8	YEAR- BOOK (89) 3.5 / 7	COPS (83) 5.2 / 10	COPS 2 (80) 5.7 / 11		
SUNDAY 5/5	ABC 12.6 / 21	LIFE GOES ON (66) [8.5 / 16] 7.8 / 15	9.2 / 17	AMR. FUN VIDEO (10) 15.8 / 26	DINOSAURS (19) 14.0 / 22	ABC SUNDAY NIGHT MOVIE—NIGHT OF THE HUNTER (21) [13.7 / 23] 13.3 / 20	13.4 / 21	13.5 / 22	13.8 / 24
	CBS 14.3 / 24	60 MINUTES (6) [16.5 / 31] 15.4 / 30	17.5 / 32	MURDER SHE WRT. (9) [16.0 / 26] 15.1 / 25	16.9 / 27	CBS SUNDAY MOVIE—VICTIM OF LOVE (38) [12.0 / 20] 12.3 / 19	12.2 / 19	12.2 / 20	12.0 / 21
	NBC 9.3 / 16	SUPER BLOOPS. (78) [6.0 / 11] 5.3 / 10	6.8 / 12	EXPOSE (78) 6.0 / 10	REAL LIFE (62) J.P. 8.9 / 14	NBC SUNDAY NIGHT MOVIE—WHITE HOT MYS. (36) [12.3 / 20] 12.1 / 19	12.0 / 19	12.5 / 21	12.4 / 22
	FOX 7.5 / 13	TRUE CLR. (86) 4.7 / 9	P. LEWIS (83) 5.2 / 9	IN LIVING COLOR (55) 9.4 / 16	GET A LIFE (75) 7.1 / 11	MRD. WITH CHILD. (28) 13.0 / 20	TOP OF HEAP (51) 9.8 / 16	SUNDAY COMICS (81) [5.5 / 10] 6.9 / 10	5.1 / 9

WEEKLY PRIME TIME AVERAGE	ABC 10.8 / 18	CBS 12.0 / 20	NBC 13.5 / 23	FOX 6.9 / 12
SEASON PRIME TIME AVERAGE	ABC 12.3 / 21	CBS 12.2 / 20	NBC 12.6 / 21	FOX 6.4 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

CLASSICAL'S AUDIENCE KEEPS THE FORMAT HEALTHY

From a pure ratings standpoint, classical music radio stations never rank at or near the top of their markets. Yet classical music stations continue to prosper and play an important role. As any classical music broadcaster will tell you, it's not the size of the audience, but who that audience is, that matters. Further proof seems to be the rising number of stations making the switch to classical, a 25% increase since 1989 (63 in 1989 vs. 79 in 1990),and the health of both long-established stations and relative newcomers.

According to John Major, owner of KCMA(FM) Broken Arrow, Okla. (Tulsa), and president of the Concert Music Broadcasters Association, 40% of commercial classical stations have been in the format for less than 10 years, and 50% have been classical for 20 years or more. Of that 50%, 24 have been in the format 40 years or more.

Commercial classical broadcasters will be gathering in Seattle, May 19-21, for the annual meeting of the CMBA. Chief among the topics for discussion: the promise of digital audio broadcasting. The association has invited John Abel, executive vice president, operations, National Association of Broadcasters, to explain the effects and status of the new technology and what it can mean for the format.

Classical music broadcasters stand to gain from the enhanced technology since the music they play is characterized by a wide dynamic range. Furthermore, since most classical music audiences are in the higher income brackets, they may be the most able to afford the investment in new receiver equipment that will be needed. As one broadcaster pointed out, classical music listeners also tend to be audiophiles.

Other issues to be discussed include the traditional versus the nonconformist presentation of classical music on the air.

Among those long-established stations ranks one considered by many to be the paradigm of traditional classical music radio: the New York Times Co.'s WQXR-AM-FM New York. According to the fall 1990 Arbitron survey, the simulcast stations are the highest cuming classical stations (654,300) in the country. They've been programing classical music since WQXR(AM) signed on the air Dec. 3, 1936 (the FM signed on in 1939).

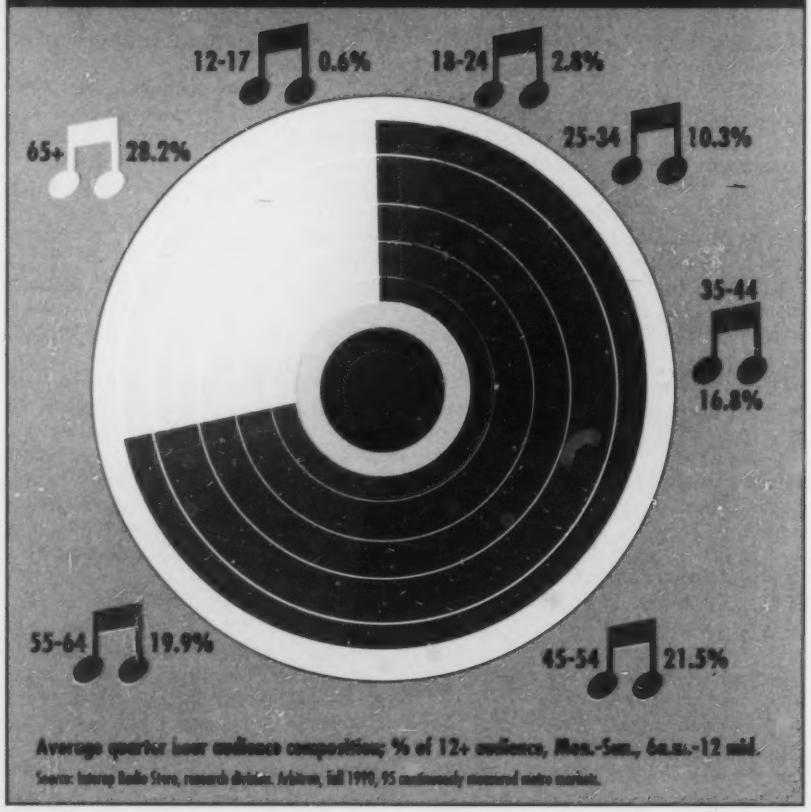
"It is the nature of our audience that gives us our strength," says Warren Bodow, president and general manager. "The people who turn to classical are, for the most part, educated, responsible—the upper market portion of our society." The station uses the caliber of its audience and its loyalty to the music and the station to develop advertiser relationships. "Nearly half of our revenue is derived from the sale, not of spot advertising, but of program and feature sponsorships," said Bodow. "I believe we are the leaders of what is called relationship advertising—rather than transactional advertising."

There are advertisers who wish to establish a relationship with a particular program and the station for extended periods of time. "The goodwill that is engendered rubs off in any number of ways that supercede cost per point," Bodow said. The station has advertisers that have been with it for 20 years.

If there is a dominant issue in classical music today, it is the issue of presentation. Stations such as WQXR exemplify the traditional presentation, but there are stations that take a lighter, less formal approach.

Woody Tanger, president, Philadelphia-based Marlin Broadcasting Inc.,

CLASSICAL FORMAT AUDIENCE PROFILE



Average quarter hour audience composition; % of 12+ audience, Mon.-Sun., 6a.m.-12 mid.

Source: Interep Radio Store, research division. Arbitron, fall 1990, 95 continuously measured metro markets.

operates a group of such stations. "We are very contemporary in our presentation," said Tanger, "because we live in a changing world. Our audience demands the maximum amount of music with a minimal amount of musical indoctrination."

The contemporary presentation is profitable as well, said Tanger. "Classical music is the only format that is distinctly a way of life," he said. "We have created a bond with our listeners that is a way of life. And our future depends on taking our single greatest strength—our bonding—and effectively communicating that to advertisers."

Another area of change for classical music stations has been a lessening dependence on syndicated product and an effort to localize the programing. "Ten years ago, syndicated programing on classical music stations was far more successful than it is today," said Bodow. "A number of the orchestras that had distribution and sponsorship 10 years ago are having a hard time finding distribution today." He cited the example of Philadelphia, Boston and New York as orchestras still seeking sponsorship for their radio broadcasts. Even if they eventually get sponsorship, added Bodow, there are some stations who may not accept the programing. -30-

QUALITATIVE RESEARCH: RADIO TIE-BREAKER

Ratings compression, competitive pressures lead stations to use qualitative data to differentiate themselves from pack

As radio audiences continue to fragment and ratings compression increases competitive pressures, more stations are looking for ways to differentiate themselves, above and beyond the quantitative data produced by Arbitron and Birch/Scarborough.

Enter qualitative. Loosely defined as any research other than that broken out by age and sex, qualitative increasingly is becoming a fixture in the battle for ad dollars on both a national and a local level. "Qualitative provides a look at what a station offers in terms of its audience," said Rick Ducey, National Association of Broadcasters senior vice president, research. "With qualitative, broadcasters who want to get in on a buy can demonstrate how they can deliver results to the advertiser."

Unfortunately, confusion arises from anything new, and that extends to qualitative research, Ducey said. This confusion has led NAB to conduct two qualitative research summits to educate broadcasters and advertisers about the uses and abuses of qualitative information. "Qualitative introduces a new set of tools, concepts and uses, as well as a new set of shared understanding as to what all the information means," Ducey said. "The confusion with the data mostly comes from what information is being used under what circumstances it is being used and what limits exist within that information."

In a "four-share world," whereby a number of stations are clustered in a rather nondescript pack, "nearly everyone needs some sort of method by which they can differentiate themselves from stations that have the same number," according to Gerry Boehme, Katz Radio Group's senior vice president, director of research. Qualitative research provides the means to do this because data is split according to product consumption, type of audience, psychographics and lifestyles, he said. "Radio often has to convince advertisers that radio is an effective medium for their message and that radio stations deliver the people who are going to consume their products," Boehme said. He added that qualitative helps the broadcaster communicate in terms that the client or buyer can understand, "by talking about generating in-store traffic or consumption, and therefore creating good advertising and marketing value."

Two basic challenges in producing usable qualitative data are sample size and inconsistent presentation of that data, said Boehme. As research suppliers pull more data out of a sample size that many critics charge already is too small, reliability and consistency of the data becomes more suspect. "When you survey a population and start asking them a bunch of qualifying questions, the sample size shrinks significantly by the time you narrow it down to the number of McDonald's customers are within a specific station's afternoon drive AQH au-

SOURCES OF QUALITATIVE RESEARCH FOR RADIO

Differences in sample size, sampling procedure and research methodology can play a significant role in qualitative information.

This chart illustrates the variables in the qualitative product supplied by some of the radio-oriented qualitative research organizations.

	BIRCH	*MA-RT*	*MEDIA AUDIT*	*M.R.I.*	*SCARBOROUGH*	*SIMMONS*
No. of mrkts surveyed	158	79	42	(1.) U.S. (2.) 10	55	Total U.S.
Geographic area	Metro	Metro	Phone book	Total U.S.	ADI	Total U.S.
Msrmt freq. (per year)	1,2or 4	1	1,2or 4	1	1	1
Sample size	250-3,000	5,000-18,000	800, 1,200, 1,600	20,000	2,000-7,000	19,874
Minimum age	18+(some 12+)	14+	18+	18+	18+	18+
Sampling procedure	Phone int.	Self-adminstrd questionnaire	phone int.	Prsnl int. (phase 1)	Phone int.; diary, questionnaire	Personal int. questionnaire
Data collection	Yesterday recall	Stations listened to	Past 7-day recall	Yesterday recall	Yesterday recall	Yesterday recall (or two-day diary)

Compiled from information supplied by Katz Radio Group, New York

dience," he said. "The broadcaster has to ask himself how representative this is in giving a station a good indicator on the number of McDonald's AQH audiences it really has."

Add to this the refusal of some respondents to answer specific questions—such as income questions—and the data become even more suspect, Boehme said. In such cases, "the research services have to ascribe these answers based on responses from similar people who answered that question," Boehme said. "It's mainly a data consistency/reliability sample size question, which is really a pretty major concern if you wonder how believable this stuff is."

Presentation of the data to the advertiser/agency also becomes suspect if a broadcaster massages the numbers to put the station in the best possible competitive position. According to Boehme, data can be looked at in terms of raw audience for a particular consumer category, either by AQH or cume; composition of audience in that category, by AQH or cume; or indexed compared to the norm, again by AQH or cume.

"You also can take qualitative aspects, merge them with a different qualitative source and apply the results on a raw number, composition or index basis," Boehme said. Because most stations typically examine the data every way to see what looks best, national agencies are growing increasingly cautious, because every station comes out on top.

As a result, some agencies and advertisers now are setting the parameters, requesting a specific basis for comparison, daypart, ranked according to a specific category and consumer group, Boehme said. This limits the ways a station can manipulate the data. "Manipulation is a real problem, and a lot of people who really don't know what they're doing are ranking things that really don't make any sense," he said.

In a perfect world, qualitative data would be a perfect radio sales tool. Unfortunately, current qualitative information available to radio stations is far from perfect, according to Jhan Hiber, a Carmel, Calif.-based research/programing consultant. Because of this, the broadcaster must study the research and the vendor to determine whether the qualitative is of any quality. These questions include when the survey was conducted, what methodology was used and whether the survey was conducted randomly.

Said Hiber: "You need to ascertain whether every demographic group, every ethnic group, every zip code has a proportional chance to be included in the survey, or is it skewed to certain key locations such as malls, street corners or intersections?" These questions certainly should be addressed whether the research has already been conducted or will be conducted in the near future, Hiber said.

An additional caveat: don't be lured by sample size alone. As more broadcasters become convinced that bigger is better, they should remember that "bad data that is produced through a large sample size only produces more bad data," Hiber said.

Constraint is crucial to the supply and use of qualitative information, NAB's Ducey said. According to his "Law of the Hammer," which suggests that any little boy with a hammer suddenly finds that everything needs to be hammered, suppliers tend to view qualitative in terms of all the products they have for sale, rather than in terms of what products are needed.

Broadcasters similarly see qualitative research as a body of knowledge with which they can account for virtually any audience characteristic.

Ducey said that broadcasters and advertisers have come to expect a lot more out of research information today than they did 10 years ago. "As competition increases, they feel a need to try to extract more information. They're trying to really work those numbers over, and instead of mining big chunks of gold, they're going after dust that's still valuable," he said. –RER

RAB BOARD APPROVES NEW DUES PACKAGE

The Board of Directors of the Radio Advertising Bureau held its semi-annual board meeting May 5-6, in Sarasota, Fla. At the meeting, directors approved a new revenue-neutral dues package for member stations, eliminated the membership group rule, passed a resolution supporting the Arbitron Radio Advisory Council resolution and announced the theme for the 1992 Managing Sales Conference.

The revenue-neutral proposal, set to go into effect July 1, 1992, redistributes dues based on the "economic vitality" of individual markets. It also establishes a flat fee for all stations within five classes of markets, categorized by radio revenue. The existing dues structure based fees on a multiple of the station's average midday rate.

The board also voted to change the RAB bylaws to eliminate the "Group Rule" regarding station membership, to take effect immediately. The rule required commonly owned radio groups to have all their stations in membership if any were to be members. The new rule will allow individual stations to join the RAB, regardless of the membership status of the other stations in their group. The board also amended the bylaws to require full-group membership as a prerequisite for representation on the RAB board.

The board voted to support efforts by the Arbitron Radio Advisory Council to improve the reliability and accuracy of radio audience measurement surveys (BROADCASTING, March 25).

The RAB also announced that the 1992 Managing Sales Conference will have as its theme: "Full Speed Ahead: Maximizing Your Share of the Economic Recovery." The conference is scheduled for Jan. 30 through Feb. 2, 1992, at the Opryland Hotel in Nashville.

NATIONAL SPOT UP

National spot billing for March 1991 was $99,698,700, a 35.6% increase over the unadjusted March 1990 figure of $73,534,200, and an 8.5% increase over the adjusted figure for March 1990 of $91,917,800. Year-to-date billings were $213,398,900, a 10.1% increase over the unadjusted figure for the same period in 1990 ($193,812,200), and a 1.6% increase over the adjusted figure of $209,963,200. All figures are based on information provided by Radio Expenditure Reports Inc., based on information collected from the top 15 rep agencies.

AD REVENUE DOWN

Despite gains in national spot billing, the Radio Advertising Bureau said last week that radio ad revenue for the first quarter of 1991 was down 5.2% over the same period in 1990. Local radio revenue was down 3.6% in January, 7.3% in February and 9.9% in March, compared to the same months in 1990. The accounting firms of Miller, Kaplan, Arase & Co. and Hungerford, Aldrin, Nichols & Carter provide the figures for more than 100 markets that the RAB uses to calculate revenue index.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WNJR(AM) Newark, N.J. □ Sold by Sound Radio Inc. to N. John Douglas for $6.75 million. **Seller** is headed by Raphael Diaz, Hugh McComas and Danny Stiles, and has no other broadcast interests. **Buyer**, Douglas, is majority shareholder of Douglas Broadcasting Inc., which controls licenses of KMAX(FM) Arcadia; KEST(AM) San Francisco; KWWN(FM) Placerville and KOBO(AM) Yuba City, all California. WNJR is fulltimer with urban contemporary format on 1430 khz with 5 kw.

WWCS(AM) Pittsburgh □ Sold by Universal Broadcasting to WKYN Inc. for $750,000 cash. **Seller** is headed by Marvin B. Kosofsky and Howard Warshaw. Kosofsky has 13% interest in Jacor Communications, which operates five AM's and six FM's. Warshaw is partner with wife, Miriam, and son Jeffrey in Alchemy Communications, which owns WKIX(AM)-WYLT(FM) Raleigh, N.C. Universal Broadcasting is also licensee of WSYW-AM-FM Indianapolis; WTHE(AM) Mineola, N.Y.; WNDZ(AM) Portage, Ind., and WVVX(FM) Highland Park, Ill. (Chicago); WCBW(FM) Columbia, Ill. (St. Louis), and KPPC(AM) Pasadena, Calif. **Buyer** is headed by Robert M. Stevens, and also owns WKYN(FM) St. Marys, Pa. WWCS has classical format on 540 khz with 7.5 kw day and 500 w night.

WCLN-AM-FM Clinton, N.C. □ Sold by Sampson Broadcasting Co. to Willis Broadcasting Co. for $650,000. **Seller** is headed by Lawrence B. Carr and has no other broadcast interests. **Buyer** is headed by L.E. Willis Sr., and has interests in 12 AM's and 13 FM's. WCLN(AM) has adult contemporary format on 1170 khz with 5 kw day. WCLN-FM has adult contemporary format on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

KAWL-AM-FM York, Neb. □ Sold by Gleason Broadcasting Co. to Central Nebraska Broadcasting Co. for $530,000. Price includes $425,000 cash at closing, $25,000 escrow deposit and $80,000 10-year promissory note at 8%. **Seller** is headed by E. Louise Gleason and has no other broadcast interests. **Buyer** is headed by Tommy L. Gleason Jr. (50%) and Tommy L. Gleason Sr. (50%), brother-in-law and nephew of seller. They are minority stockholders in Community Service Radio Inc., licensee of KRVR(FM) Davenport and WIRL(AM)-WSWT(FM) Peoria, both Illinois. They also have interests in Galaxy Cablevision Management Inc., which operates systems in seven states. KAWL(AM) has C&W format on 1370 khz with 500 w day and 176 w night. KAWL-FM has adult contemporary format on 104.9 mhz with 2.75 kw and antenna 310 feet above average terrain.

WRBD(AM) Pompano Beach, Fla. □ Sold by Sunao Broadcasting Co. Inc. to Sepia Communications Inc. for $500,000 cash. Station was purchased in 1985 for $1.8 million ("Changing Hands," Dec. 23, 1985). **Seller** is headed by John Ruffin Jr., and has no other broadcast interests. **Buyer** is headed by Kenneth E. Harris (35%), Jerome Barney (25%) and George W. Halstead (40%). Halstead has interest in Ronin Broadcast Group Inc., applicant for assignment of WKKX(FM) Jerseyville, Ill. WRBD has Black format on 1470 khz with 5 kw day and 2.5 kw night.

KKUL-AM-FM Hardin, Mont. □ Sold by Michael K. Rapkoch, receiver, to Bruce Erikson for $354,354 cash. Station was purchased in 1988 for $550,000. **Seller** has no other broadcast interests. **Buyer** is headed by Erickson and Claude R. Erickson, president and chairman, respectively, of First Security Bank of Livingston (Montana), and has no other broadcast interests. KKUL(AM) is fulltimer with oldies format on 1230 khz and 1 kw. KKUL-FM has oldies format on 95.5 mhz with 100 kw and antenna minus 13 feet below average terrain.

For other proposed and approved sales see "For the Record," page 70.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$8,163,749** □ **8**

FM's □ **$234,171** □ **4**

AM-FM's □ **$1,534,354** □ **5**

TV's □ **$0** □ **0**

Total □ **$9,932,274** □ **17**

Year to Date:

AM's □ **$28,428,246** □ **87**

FM's □ **$71,942,205** □ **90**

AM-FM's □ **$117,538,408** □ **75**

TV's □ **$209,394,000** □ **31**

Total □ **$426,302,859** □ **283**

For 1990 total see Jan. 7, 1991 BROADCASTING.

SOLD!

WKQB/WQIS, Charleston, South Carolina, has been sold by Trident Communications to Low Country Media, Inc., Ronald Hoover, Principal for $1,200,000.

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interests. Filed April 23.

■ **New FM 1 Montgomery, WV** (BAPH910424HU; 93.3 mhz; .4 kw; ant. 218 ft.)—Seeks assignment of CP from Upper Kanawha Valley Broadcasters Inc. to R-S Broadcasting Co. Inc. for $101,500. Seller is headed by George Waters. Buyer is headed by C. Farrell Johnson (100%), and is licensee of WVAR(AM) Richwood and WCWV(FM) Summersville, WV. Filed April 24.

Actions

■ **WYDE(AM) Birmingham, AL** (BAL901228ED; 850 khz; 50 kw-D, 1 kw-N)—Dismissed app. of assignment of license from Wyde Broadcasting Co. Inc. to Guardian Communications Inc. for $1.05 million. Seller is headed by American General Media of Texas Inc. (holding company), headed by Anthony S. Brandon and Lawrence Brandon, father and son, and is licensee of WWWG(AM) Rochester, NY; KQXR(AM)-KERN(FM) Bakersfield, CA, and KGEE(FM) Monahaws and KLLF(AM) Wichita Falls, both Texas. Buyer is headed by Mark and Joann McNeil (69.6875%), Leonard and Dolores Koltiska (7.8125%), Richard and Debra David (7.8125%), David McNeil (4.0625%), Daniel and Leslie McNeil (4.0625%), Charles T. Lucas Jr. (3.125%), Pamela Anne Parker and Phyllis W. Spates (3.125%) and Jeff Oberholtzer (.3125%). Guardian Communications is licensee of KFEL(AM) Pueblo, CO, KKIM(AM) Albuquerque, NM; WCCD(AM) Parma, OH; WFEL (AM) Towson, MD, and WTSJ(AM) Cincinnati. Action April 26.

■ **WMML(AM) Mobile, AL** (BAL910311EF; 1410 khz; 5 kw-U)—Granted assignment of license from Lonnie M. Tillis to Albert L. Crain for $25,000. Seller has no other broadcast interests. Buyer is headed by Albert Crain and Lois B. Crain, husband and wife. Lois Crain owns KGRW(FM) Friona, TX; WAVN (AM) Southaven, MS, and WHLE(FM) Holly Springs, MS. Albert Crain owns KAIR(FM) Crane and KWTA(FM) Electra, both Texas. Action April 26.

■ **WAVH(FM) Mobile, AL** (BAPLH901226GY; 96.1 mhz; 100 kw; ant. 1,141.4 ft.)—Granted assignment of CP from Marathon Communications Inc. to Atmor Properties Inc. Seller is headed by Patrick S. Shaughnessy. Buyer is headed by T.C. Wajnert and R.B. Lasken, and is wholly owned subsidiary of AT&T Commercial Finance Corp., which, in turn, is subsidiary of American Telephone & Telegraph Co. Buyer was also granted assignment of KBUL(FM) Carson City, NV (see below).Action April 9.

■ **KRVZ(AM)-KQAZ(FM) Springerville-Eagar, AZ** (AM: BAL910228EB; 1400 khz; 1 kw-U; FM: BALH910228EC; 101.7 mhz; 3 kw; ant. -97 ft.)—Granted assignment of license from Radio Paradise Inc. to Double Z Enterprises Inc. for $130,000. Seller is headed by William S. Gardner Jr. and Michaelette Gardner, husband and wife, and has no other broadcast interests. Buyer is headed by Theodore M. Barbone (25%), Jack A. Fansher (25%), Bert H. Wunderlich (25%) and Michael J. Barbone (25%), and has no other broadcast interests. Action April 25.

■ **KYEL-TV Yuma, AZ** (BALCT910318KE; ch. 13; 316 kw-V; ant. 1,700 ft.)—Granted assignment of license from Beacon Broadcasters Ltd. to KB Media Inc. for $1.4 million. Seller is headed by Robert L. Gilbertson and Duncan Fraser, and recently sold WCFT-TV Tuscaloosa, AL ("Changing Hands" Jan. 28). Buyer is headed by John A. Radeck (33.3%), William H. Sanders (33.3%), Janice W. Radeck and Kenneth L. Bazzle (33.3%). Sanders is 80% stockholder of Martin Media Inc., general partner of Cal Valley Radio Ltd., licensee of KVFX(FM) Manteca, CA; 50% stockholder of Radeck Broadcasting Inc., general partner of Big Sky Broadcasting Ltd., licensee of KTVH(TV) Helena, MT; 5% shareholder of Downs Broadcasting Inc., licensee of WXFX-FM Prattville, AL, and KDXR-FM Borger, TX; .2% shareholder of Turner Broadcasting System Inc., parent of WTBS(TV) Atlanta; 50% stockholder of CDK Communications Inc., general partner of Kentucky Radio Ltd., licensee of WAXU(AM)-WTKT(FM) Georgetown, KY; 49% stockholder of Picus Broadcasting Corp. Inc., licensee of WZAZ(AM) Jacksonville and WZAZ-FM Green Cove Springs, both Florida; chairman and 85% shareholder of Chattanooga Radio, general partner of Tennessee Communications Ltd., licensee of WNOO(AM) Chattanooga and WFXS(FM) Soddy-Daisy, both Tennessee, and director of Jones Intercable Inc., which operates cable systems in 25 states. Action April 24.

■ **KGIW(AM)-KALQ-FM Alamosa, CO** (AM: BAL901207EA; 1450 khz; 1 kw-U; FM: BTCH901207EB; 93.5 mhz; 2.8 kw; ant. 130 ft.)—Granted assignment of license from Community Broadcasting Corp. to Dale K. Burns for no cash consideration; Darrell K. and Hazel Burns, husband and wife, are transferring their stock interest to son Dale as gift. Commmunity Broadcasting Corp. is headed by Darrel K. and Hazel L. Burns, Dean K. and Gayle Burns, husband and wife, and Dale K. and Marilyn Burns, husband and wife, and is licensee of KRSN(AM) Los Alamos, NM (see below). Dean Burns is 100% shareholder of Torjaq Radio Inc., licensee of KNLA(FM) White Rock, NM. Action April 22.

■ **WKUN(AM) Monroe, GA** (BTC910318EB; 1580 khz; 1 kw-D)—Granted transfer of control from Community Broadcasting Co. to Linda Gail Lapann & John C. Poss for $205,000. Seller is headed by Frank D. Morris Sr., and has no other broadcast interests. Buyer is headed by Lapann (45%), Poss (45%) and Frank D. Morris Jr. (10%), and has no other broadcast interests. Action April 26.

■ **WBJC(FM) Baltimore** (BALED910228HT; 91.5 mhz; 50 kw; ant. 500 ft.)—Granted assignment of license from Community College of Baltimore to New Community College of Baltimore for no cash consideration. Seller is headed by Community College board of trustees, and has no other broadcast interests. Buyer is headed by James D. Tschechtelin and Marion W. Pines, and has no other broadcast interests. April 22.

■ **WALI(AM)-WROG(FM) Cumberland, MS** (AM: BAL910305ED; 1230 khz; 1 kw-U; FM: BALH910305EE; 102.9 mhz; 3.5 kw; ant. 1,400 ft.)—Granted assignment of license from Tschudy Communications Corp. to James P. O'Leary, Robert H. Long Jr. and Alfred A. Ruscito for $1.8 million. Seller is headed by Early Judy Jr., Robert S. Janney and Joyce Jenkins, and is also licensee of WBRJ(AM)-WEYQ(FM) Marietta, OH; WMQC(FM) Westover, WV; WCRO(AM) Johnstown, PA, and WSKO(FM) Buffalo Gap, VA. Judy is president and 51% stockholder of Shenandoah County Broadcasting Corp., licensee of WSVG(AM)-WSIG(FM) Mount Jackson, VA. Buyer is headed by O'Leary (40%), Long (35%),

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.